## Lyndonville

The Pike-Hutchinson Wedding-New Year's Reception at the Cobleigh Library.

The social event of the season was Bessie M. Hutchinson, to William Flint Pike of Derby Line, which took place charming setting for such an occasion. all the rooms being decorated with ropes of evergreen and clusters of hol- ed in Derby Line. A crash carpet was spread in the of the room where the ceremony took place was a veritable bower of green. above. About 60 guests were present, 25 of them being friends of the groom from Derby Line and Stanstead, insisters, Mrs. Bisnette and Mrs. Butterfield, with their families, and many other friends. 'The bride's sister, Mrs. sweet strains of the wedding march, the reception was most successful. were played by Mr. and Mrs. Wright Hovey, the wedding party entered. The officiating clergyman, the Rev. John C. Stephenson, clad in the robes of his best man, Charles Jenkins of Derby Line, then entered. They were fol- tle," at Tarrytown. lowed by the flower girls, Misses Molly Bisnette and Esther Irvine, who path. Then came Miss Dorothy Ircushion. These little ladies were all Then came the bride on the arm of her father. She had no attendants. She made a charming appearance, dressed in cream-white chiffon taffeta. Her veil was of tulle, shirred about her head in cap fashion, extending to the end of her train, and caught | Marion Dane, Willis Corner, Mrs. F. with sprays of lilies of the valley. She carried a shower bouquet of bride roses, which was afterwards distributed among the young waitresses. Mr. Stephenson used the beautiful single turn to their homes. ring ceremony of the Episcopal church. Mrs. John Lincoln had charge Mass., spent last week at H. L. Parof the guest book. In an adjoining ker's. room were shown the wedding gifts. Friends and relatives had lavishly endowed the happy pair with silver, cut gave an enjoyable private dance in ropes of smilax, and pink candle shades made a pleasing glora. Miss

waitresses were Misses Carolyn and undoubtedly the wedding of one of Ahern and Mrs. C. B. Dodge. Mrs. Ruth Giffin and Emma Locke. Lyndonville's favorite daughters, Miss | Pike's going-away gown was a very attractive suit of gray gabardine, with which she wore a becoming cerise vel- tor Saturday, Jan. 1, at twelve o'clock at vet hat. Mr. and Mrs. Pike took the Park streets. This fine old house, one they go to Ormond, Fla., for about is filled by Mrs. D. J. Sheehan. of our most attractive homes, was a three weeks' honeymoon, and will also visit the Spains in Quitman, Ga.

som's Victrola contributed selections also presents, but the other sister, Mrs. | tea was served. Mrs. O. D. Mathewhoped to be present, was unavoidably assisted by Mrs. Stahler, Mrs. Cheney, detained. The guests were received Mrs. E. D. Brown and Mrs. William and ushered to the dressing-rooms by Brown. There was a steady stream of Misses Flavia Folsom and Elizabeth visitors during the afternoon, all of Robert and Edward McVicar have

been holiday visitors in town. Mrs. H. E. Folsom went to New York the first of the week, accomhis office, took his place, Mr. Pike and panying her daughter, Miss Flavia, who returned to her school, the "Cas-

Earle M. Brailey of Ogdensburg, N. Y., was a caller in town last week scattered rose petals in the bride's coming here on his return from South Royalton, where he had spent Christvine, bearing the ring on a velvet mas at home. He was accompanied to Burlington by Mr. Wiltsle, an agdressed in stiff white muslin dresses ricultural student, who goes to the with little coats of light blue silk. university of Vermont, to take an agricultural course.

Colds, grip and tonsilitis seem to be quite prevalent just now. Among Campbell, Mrs. George W. Cree, Miss | ca in this woeful time. Course cottage are ill, and several of them have thought it advisable to re-

Clifford Todd of West Somerville,

college friends and others in town, the week. tolin and Mrs. H. F. Brown, piano, Saturday to spend Sunday with his for.

Mrs. Charles Locke and daughter, Velma Darling, Flavia Folsom and Emma, were in town for the Friday

ing the holidays with relatives in Bos-

Mr. and Mrs. G. F. Rousseau go this

noon in Cable hall, under the auspices Stuart have spent the time in Boston, Titcomb. The guests all assembled in whom enjoyed the sociability of the Civics and Current Events com- hoping, but in vain, for medical skill the drawing room where, while the time, and united in the opinion that mittees. The program included a to alleviate her failing health. joint debate between three speakers from each of the St. Johnsbury and Lyndon clubs, the subject being "Shall days' Christmas holiday in Boston. the State Grant Mothers' Pensions?" The same program was given at St. mer resident here, who is spending a Johnsbury on the day previous. The few weeks with her brother, Clinton annual guest night of the club will be Cook, at St. Johnsbury, was a visitor held in Music hall Jan. 14, with an in town Tuesday for the day. enjoyable program in preparation.

The regular dancing class was held Friday afternoon and evening, with her aunt, Mrs. W. L. Guild. the social following. At midnight all lights were lowered and a deep-toned bell tolled twelve o'clock. A large W. F. Stoddard's. "1916" was then lowered onto the stage, congratulations, cheers and and all joined in singing "America,"

H. Davis. A number of the girls at as chemist in one of the New Jersey Maine, in which work he continued Mathewson house and the Brief factories of the DuPont Powder com- for many years. Most of their married Harold Ahern, with a number of his to the Institute about three days 1 | no elaborate reception could be given.

glass, china, money, furniture and Cable hall on Saturday evening. Mrs. ried people, who are enjoying social calls of congratulation, while more Tuesday and in the evening 50 of the many other valuable and beautiful Ahern chaperoned the party. Music dances together this winter, held an- than 150 post cards were received neighbors, friends and relatives gaththings for their home. The dining was furnished by Howard Wetherbee, other very enjoyable session Thursday from other friends. Carnations to ered there to help them celebrate. It evening of last week. A masquerade Harold Whipple went to Hardwick party is the next thing to be planned

licious wedding breakfast. The wed- from there Monday to his work at ing the past week here with his fam-

tives gathered last Wednesday afternoon at the home of the late Mrs. Cable's smaller tenement house on Elizabeth Titcomb. Coffee was served evening social, and Miss Emma re- Charles L. Stuart, to witness the last Charles street. in an adjoining room by Mrs. John mained over Sunday with her cousins, sad rites connected with the interment of the mistress of the house. Mrs. Miss Irene Stimson has been spend- Stuart's son, Arthur, from Detroit, loughby Mich., was present, also her sister, Mrs. S. W. McCall, with Governor Mc- and shoe repairing business into a Miss Agnes McGovern is absent Call and their daughter from Winches- room in the basement of Hotel Lynthe home of the bride on Main and 2:30 train to Boston. From Boston from school this week, and her place ter, Mass., besides the members of her family in town. Many flowers were sent as testimonials of regard. The week to Grand Isle county, where they simple but impressive services were Woodsville, N. H., last week. On their return they will occupy a have bought a farm, and will make conducted by the Rev. J. J. Hutchinlittle Christmas trees, wreaths and furnished house which they have rent- their future home. The farm is known son, with burial in the family lot at and Mrs. Alpha Quimby, Dec. 28. as the Perley Gordon place. They the Center. The bearers were The annual New Year reception at plan to make a specialty of fruit rais- Charles Darling, Harry Colby, W. H. St. Johnsbury, and Mrs. Helen Weeks drawing room, the furniture was all the Cobleigh Public library was one of ing. Their departure was made the Parker, H. W. Lyster, John Le Bour- Streeter and daughter of Boston were removed, the pictures and electrolier the most successful ever held. The occasion of a very pleasant and infor- veau and Homer Wilson. Harriet called here to attend the funeral of trimmed with green and in the corner building was made most attractive by mal reception at the Universalist Wiley Thompson was born at Lyndon their cousin, Miss Mary J. Weeks. Her results of 14 herds, consisting of 443 the pastures begin to dry up. During palms and flowers, and the entrance church Saturday evening. This was Center March 26, 1867, younger remains were brought here from cows, which have completed six these months grain and sollage crops was flanked by small Christmas trees a complete surprise to Mr. and Mrs. daughter of the late Mr. and Mrs. S. S. Kenosha, Wis., by her niece, Mrs. white wedding bell being suspended in tubs, which added so much to the Rousseau, who went to the church Thompson. She was married to Matie (Weeks) Cross of Montana, and November 1, 1915. The average per the flow of milk. appearance of the building it was de- prepared to attend the usual choir Charles Stuart in 1885, and they have her son Roland of Oberlin college, cow is found to be 2,838 pounds of In the fall too many herds are alcided to leave them there for the practice, and were astonished to find two sons, Arthur of Detroit, and Sum- Ohio. The party were guests at W. milk and 108.2 pounds of butterfat lowed to remain outdoors in cold present. The guests were received by the parlors filled with waiting friends. ner of this place, and two grand- S. Jeffers' and John Webster's while with an average test of 3.81 per cent. rainy weather. Pasture and meadow cluding his mother, Mrs. Pike, his two Mrs. H. E. Folsom, chairman of the A delightful musical program was children. She has always lived in here. library committee, Miss Hills, Mrs. carried out by Floyd Hartwell, who this town, and been identified with its Copeland and Mrs. Daniels. Mr. Fol- gave selections on his Victrola, and best interests, and her kindness, gen-Edward Cornell, who rendered some erosity, and lovable character have town a few days. Alice Irvine of Stanstead, P. Q., with through the afternoon, which were beautiful organ solos. Sandwiches won her many sincere friends. For her husband and two daughters was much enjoyed. In the trustees' room cake and coffee were served in the the past few years failing health has dining room, and a social hour en- made her somewhat of a recluse, but were holiday guests at the Universal- centrates, either purchased or home Farmers who take care to shelter their Grace Spain of Quitman, Ga., who had son and Mrs. E. J. Blodgett poured, joyed. Mr. and Mrs. Rousseau re- even in these circumstances she has ist parsonage. ceived the gift of a nice French clock. done all that was possible for her The January meeting of the Lyndon home and community. For the last Union club was held Tuesday after- two or three winters Mr. and Mrs.

Mr. and Mrs. Erton Shorey and Lawrence have been spending a ten Mrs. C. M. Staples of Boston, a for-

Miss Bernice King of St. Johnsbury was a week-end visitor at the home of

Miss May Campbell, who is teaching

sang "Auld Lang Syne," while the at Orleans, spent her two weeks' Christmas vacation at her aunt, Mrs.

On the first day of January 1866 George Shorey and Mary E. Hill were good wishes ushered in the New Year united in the bonds of matrimony at St. Johnsbury, the ceremony being many other victims are Mrs. Harry with an unspoken prayer for the con- performed by the Rev. Isaac McAnn. Silsby, Mrs. Josephine Wilder, G. M. tinued peace and prosperity of Ameri- They first began housekeeping at St. Johnsbury Center, Mr. Shorey being Clayton Fisher, who has a position then an employe of the Boston and pany has been spending his Christmas life has been spent in this town, and holidays at home. His sister, Miss their many friends in this neighbor-Marion Fisher, who has been an in- hood thought so auspicious an occavalid for the past year, has so far re- sion ought not to pass without some covered that she is able to resume recognition. Since both Mr. and Mrs. part of her school work, and goes over | Shorey are temporarily in poor health But they kept open house all day, and of 50 were sent by the

> tors were entered. Mrs. Milo Wood is ill with a fever. visitors at Hardwick Thursday. Mr. and Mrs. Ed Vigneault have turned home.

ner father, A. W. Wilson, at East this winter.

Carl Bailey was with his parents a East Barnet for New Year's. Ernest Brown is at his home in East

Burke, recovering from the chicken

ited in East Barnet last week. Mrs. Milford Long has been a guest

at Frank Counter's in East Burke. as been visiting in town recently. Mrs. Ethan Carr and son Fred, of Springfield, Alberta, formerly residents and Mrs. Frank Peck spent Christmas here, are visiting Mrs. Carr's daugh- day at John Chandler's at Peacham. ters, Mrs. Ralph Chapman and Mrs.

Harold Carter. Bernard Hale, a student at Auburn gan. academy, in Maine, spent the holidays with his brother, Charles Hale.

staying with her sons, John and Herb- ville. ert Cable

Johnsbury last week. Miss Frances Clement spent the

Gordon of St. Johnsbury were in town last week. George O. Burdick, formerly of this place, but now working for the Colton Manufacturing company at Montpel-

Dec. 22, to Miss Martha Davison of Montpelier.

Dr. and Mrs. Ralph Dodge and two daughters spent the holidays with his parents, Mr. and Mrs. C. B. Dodge. Mrs. A. E. Weed of South Wheelock was a recent visitor at her

brother, Bern Gerry's. Mr. and Mrs. G. Harry Blake of West Lebanon, N. H., were in town last week, having been called to Island

Pond by the death of Mrs. Blake's grandmother. Norman Charland spent a part of his Christmas vacation with his cou-

sins, Mr. and Mrs. Ira Batchelder, in Sherbrooke, P. Q. Miss Lora Watchie has returned from Boston, where she has been spending several weeks, having surgical and medical treatment. She is

much better, and expects to be back at her work in the telephone office soon. Eber Norris of Danville was a recent visitor in town. The Community League held their

annual meeting and supper at Hotel Lyndon Tuesday evening. The first meeting of the Community chorus will be in Cable hall Thursday evening. Mrs. M. L. Smith visited at F. E.

l'emple's in East Burke last week. Fred Lynaugh has been with his sister, Mrs. Frank Kellum, in Concord.

Guy Wyman has moved into J. B.

Harold Warren of East Concord has been visiting his uncle, C. E. Wil-

don, next Sllsby's store. Mrs. L. T. Huntley and Mrs. C. E. Willoughby visited their parents at

A son, Eli Alpha, was born to Mr James Weeks and sister, Rossie, of

Mr. and Mrs. George La Point of Laconia, N. H., have been visiting in is divided into two parts: First, the to such conditions drop to a very low

Miss May Tillotson of St. Johnsbury oats and peas, millet, etc.; second, con- put their cattle into winter quarters. Mr. and Mrs. E. E. Grant have been

isiting at John Stafford's. traveling is good, they will probably fat was 17 cents and per hundredheld every Saturday.

Mr. and Mrs. Joseph D. Moody were called to Barton last week to attend he funeral of a nephew.

parents, Mr. and Mrs. Edgar D. unfair to compare the production of the latter. Manure pits are few and Mr. and Mrs. Martin Ladd and Ger-

ing the holidays. Karl Davis has returned to Norwich university and G. M. Campbell, Jr., to the Harvard Business school

Cambridge. Frank Whitney's parents from Sheffield were his guests last week. Franklin Lynch attended the New Year's dinner at the East Burke

church on Saturday. Mr. and Mrs. David Powers of Ra ston, Wyo., are guests of their niece, Mrs. Homer Watson. They plan to spend two months in the East, a part of the time in Watertown, Mass.

## EAST CABOT

Mr. and Mrs. S. E. Houghton Observe 25th Wedding Anniversary.

(Mrs. Wm. D. Barr, Correspondent.) The 25th wedding anniversary of The Orientals, the set of young mar- over 80 of their friends made brief Mr. and Mrs. S. E. Houghton occurred was a merry crowd and a social time people of the Universalist church, and was enjoyed by all. Games, music, 50 carnations by Robert and Edward singing and recitations were on the Maude Wetherbee catered for a de-sister, Mrs. Myron Eastman, going on George Giffin, who has been spend- McVicar and Mrs. Flanders, while the program. Refreshments consisting of Relief Corps sent chrysanthemums, cake, coffee, plain doughnuts and pop and other neighbors and friends sent corn were served. The company two dozen beautiful roses, a Nutting broke up at midnight, leaving as a Ay picture, and presented each with a token of love and esteem a purse of 21/2 dollar gold piece besides a guest money, and wishing them many more book in which all the names of visi- years of happiness together. Misses Inez and Hazel Abbott were

Sunday the 26th of December was been spending the holidays with her the wildest day this winter, the rain father, Joseph Harris, in Passumpsic. of early morning turned into a snow Mrs. Thomas Somers and sor who storm and the wind blew a gale all have been stopping at Passumpsic day, but for the mild temperature, with her parents, Mr. and Mrs. Ed humanity would have suffered. The Little, for the past month, have re- thermometer registered 3° above Thursday morning and Friday morn-Miss Ethel Wilson has been visiting ing it was 6° below zero, the coldest together, business for the first six

> Justin Stone of Cabot spent Wednesday at W. D. Barr's on business. Arthur Reed returned Monday, the 27th, to his school work at Lyndon.

Jerry Hutton went Friday, the 24th, to Syracuse, N. Y., on a business trip. Mr. and Mrs. Hector MacQueen vis- Mrs. Hutton and daughter are stopping with her parents, Mr. and Mrs. Charles Austin, while he is away.

Mrs. Eliza Dunn was a week-end Harold Warren of East Concord guest at her daughter, Mrs. Aaron Bolton's, at Cabot Plains. Mr. and Mrs. Isaac Peck and Mr.

Miss Mabel Mackey of Peacham spent last week with Mrs. C. A. Dur-

Cards are out announcing the marriage of Miss Maggie M. Houghton of Mrs. L. E. Cable of St. Johnsbury is this place to Orville A. Smith of Dan-Those from out of town who at-

Miss Hazel Freer visited in St. tended the anniversary at S. E. Houghton's were Mr. and Mrs. Frank Wal- turers will have the best year in the house on the North Ridge Christmas bridge of Woodsville, N. H., Mr. and history of their business. Nearly ev- evening, the same as in years gone by holidays with her family at North Mrs. V. D. Blake of West Danville, Mr. ery manufacturer was oversold in and Mrs. C. D. Fitzgerald and son, and 1915. Misses Hazel Harris and Mildred Mr. and Mrs. D. A. Blaine and son of West Barnet. Mrs. I. D. Reed was ill several days

last week with a grip cold. Mr. and Mrs. Henry Hill, Misses

H. A. Young, deputy grand warden, Mr. and Mrs. Henry Levasseur of was at St. Johnsbury Saturday eve-St. Johnsbury were guests of her ning to install the officers of Green mother, Mrs. Margaret McCann, last Mountain Lodge.

## WALDEN

(N. J. Kingsbury, Correspondent.) Rev. and Mrs. J. S. Crossland entertained the Ladies Mite society on Wednesday afternoon

Mr. and Mrs. Roy Patterson entertained 12 at dinner on New Year's day. Mr. and Mrs. Charles Patterson and Mr. and Mrs. Warren Rollins of Cabot were those from out of town. N. J. Kingsbury returned to St. Johnsbury Monday after a 10 days' acation at home.

Mr. and Mrs. Isaac Peck and grand-Witham over New Year's. Mrs. Kate Kittredge was called to

of her mother. Rev. I. J. Green of St. Johnsbury Center visited at the parsonage part

of last week. Mr. and Mrs. Frank Shaw visited friends in Hardwick over Christmas. Charles Hale has gone to Coventry where he has employment in a black-

Several from here attended the lectures at East Hardwick given by the Agricultural school.

## ding cake was sent from Georgia by Middlebury college. Harold Ahern lly, returned to Waterbury, Conn., Sat- gregational church served an excellent supper in the vestry last Friday after- supper supper in the vestry last Friday after- supper suppe of Chittenden County Cows

M. N. Webb has moved his harness Average Value of Butterfat \$35.71 per Animal in Six Months' Test-Return of \$1.95 per Dollar Spent for Feed

> Farm Extension association has been prepared by G. M. Nelson, the official bigger profits." Mr. Nelson says:

The value of the butterfat at 33 cents grass after hard frost are also injuriper pound is \$35.71. The cost of feed ous and we find that the cows exposed roughage, which includes pasture, hay, production for October to the middle Alfred Allard of Macedon, N. Y., and silage and soiling crops such as green of November when all sane dairymen grown. The average cost of roughage stock and feed well find that the fall was \$12.65 and the cost of grain \$5.72, and early winter months are almost making a total of \$18.37, leaving a There were races on the speedway profit above the cost of feed of \$17.34. dairy products. Yew Year's day, and now that the The cost of feed per pound of butterweight of milk 64.7 cents. The return per dollar of feed expended was \$1.95.

The high cost of feed in her's No. 2 and 10 was due to the fact that the Mrs. Ethel Brown Davis of Melrose cows had no pasturage and were fed Highlands spent the holidays with her entirely in the barn. It is obviously account, but are inclined to neglect these different herds at this time as far between while in most instances the summer dairies lead in production the manure is simply allowed to acald and Mr. and Mrs. Harry Johnson up to this point but during the next cumulate in piles out of doors exposed visited relatives in Island Pond dur- half year the winter herds will be far to sun and rain when tremendous ahead.

In handling their herds many of the to the land. If farmers could only farmers of this association neglect or see the many dollars worth of fertility overlook several very important phas- vanishing into thin air or flowing down es of the dairy industry and by so do- the brooks and rivers they would take ing production and profits are kept at pains to preserve and utilize every a rather low figure.

The semi-annual report of the First | The majority of farmers turn their Chittenden County Cow Testing and cows into pasture about the 10th of May and take away all grain and other feed, relying solely on rather poor pastures to furnish enough feed durtester, who signs himself "yours for ing the summer months. Production is large during May and June and falls The accompanying table gives the off rapidly in July and August when months' record from May 1, 1915, to or silage should be fed to keep up

ideal for the maximum production of

Manufacturing plants lay much stress on the by-products and in many cases nearly the entire profit comes from them. Dairy farming also has by-products, the chief of which are skim milk, calves and manure. Farmers as a rule turn the first two to good osses occur before it is finally hauled forkful of manure.

	No. Cows.	Avg Lbs. Milk Per Cow.	Percent Butterfat	Average Lbs. B. F. Per Cow.	Value of Milk at \$1.50.	Value of B. F. at .33	Cost of Roughage.	Cost of Grain,	Total Cost of Feed.	Profit B. F. Basis,	Return for \$1.00.	Cost Per Lb. B. F.	Cost Per 100 Lbs. of Milk.
	29.	2978	3.30	98.1	\$44.67	\$32.37	\$11.59	\$ 2.06	\$13.65	\$18.72	\$2.38	.139e	458e
	21.	3029	3.60	108.9	45.43	35.93	19.16	10.54	29.70	6.23		.273e	.98 e
8	27.5	3435	3.55	122.	51,52				19.23	20.97	2.09		
6	26.5	2250	4.05	91.1	33.75	30.06	9.17	0.000	9.17	20.89	3.27		
Ĭ.	65.3					30.85	12.00	9.02	21.02	9,83	1.47		
	18.3	3706	3.49	129.5	55.59	42.73	14.87	10.57	25.44	16,29			
	48.5			125.1				1.81	11.90	29,38			
1	25.	3113	3.56	110.9	A STATE OF THE PARTY OF THE PAR		13.86	1.98	15.84	20.65	2.32		
	47.3	2557	4.38	112.2	38.35				12.50	24.52	2.96		.49 c
1	28.1			116.3		100000000000000000000000000000000000000	(2007)			.81	.98		.112e
	29.3	2443	3.89	95.	36.64	31.35	16.97	5.21	22.18	0.17	1.41		01 -

20.1 2728 4.05 110.5 40.92 36.46 11.64 .... 11.64 24.82 2.14 .105e .43 e 35. 3349 3.57 119.4 50.23 39.40 11.74 6.00 17.74 21.66 2.23 .149e .53 e 44.3 2838 3.81 108.2 \$42.57 \$35.71 \$12.65 \$ 5.72 \$18.37 \$17.34 \$1.95 .17 e .647e

GOOD OUTLOOK FOR YEAR Wm. H. Rankin, Vice President, Mahin Advertising Company, Chi-

20.1 2728 4.05 110.5 40.92 36.46 11.64

cago, prophesies a prosperous 1916 for advertisers. 1915 will pass into history as an unusual year-as a year of big business. During the early months of the year business was not good. Nearly everybody was pessimistic. War orders helped a little, but, taking it ai-

months of 1915 was far behind the corresponding period of 1914. Early in the summer favorable crop reports were received from the Northwest, the Central West and the South. The harvest was much later than us-

ual, but the general result was splen-Nevertheless, general gloominess continued. The weather was bad, diplomatic complications were threat- has returned to his home here for the ened, and capital was disposed to be

After a depressing August there was a sudden change for the better. In Christmas and Ernest Buck was at his September the wheels of commerce began to revolve once more, the pessimists ran for cover, and the optimists, after having had an enforced week vacation extending over two or three years, were back on the job. Business became good, healthy conditions were

restored, the fog of doubt lifted. It is safe to predict that in 1916 the automobile and accessory manufac-

Nearly every automobile manufacturer underestimated the number of cars that would be bought in 1915, doughnuts, and enjoyed their visit very hence the entire industry benefited. much The cars that were best advertised Alice and Ida, Lionel and Gilbert of were the first to be sold out; but the ier, was married in the latter city, Hardwick spent Christmas at Gilbert unadvertised cars—the cars that were little known-got the benefit of the excess demand. Silent Salesmanship-Advertising-

will play a more important part in the big successes of 1916 than ever before. Forcible Silent Salesmanship, which is advertising in newspapers, backed up by equally forcible personal salesmanship, will determine the varying degrees of success aspired to by manufacturers in the coming year.

Concerns that have products which the people want at a fair price will stormy. have a banner year between now and the beginning of 1917, if the quality of their advertising is right. The heads of big business organiza-

tions are taking advertising more seriously than they have in the past. They are using it in a bigger, better son Elwin, and Mrs. Colbeth were en- and broader way than formerly to tertained by Mr. and Mrs. Ernest dovetail with and support the work of their salesmen. Silent Salesmanship is no longer a

North Danville last week by the illness gamble. It is a part of organized sales effort. It stabilizes and standardizes business, and you will find that advertised products will reach the pinnacle in sales during 1916. The newspapers will be the largest

gainers in volume of advertising during the coming year. They are raising their standards, and giving better tiser and the consumer. Hence they are being rewarded by the receipt of ing. despite the fact that from eight

most effective, as well as the most inexpensive, form of Silent Salesman-

11.64 24.82 2.14 .105e .43 e

So, with people throughout the country having plenty to do, and with the practical elimination of cheap foreign labor and foreign competition in manufacturing, the year 1916 blossoms forth with a fairer promise of good times than any year since 1901.

SUTTON

Many Social Gatherings For The Long

Winter Evenings. (H. A. Blake, Correspondent.) Gilchrist Sanborn was surprised by his friends and neighbors who called upon him to remind him of his 21st birthday recently. Refreshments of cake and coffee were served and a purse of money was left.

Arthur LaClair who has been away winter. Mr. and Mrs. E. E. Grant were at

St. Johnstury among friends for nome from Barnet Bennett H. Curtis returned to Gor-

don Training school at Boston the past Maynard Alexander from Lowell and his sister, Myrtie, from West Burke visited their aunt, Mrs. E. E. Curtis,

and family recently. A crowded house and a full tree and good exercises were held at the school

A party of 16 young people visited at George McFarland's one evening recently. They were furnished a supper of hot coffee, fancy cakes and

The North Ridge folks are neighborly. Several visited at E. E. Grant's one evening recently, where they had fine music and a general good time. The next Grange meeting is to be

held Saturday evening when the Master of the State Grange is to be present and install the officers for the coming year, The installation is to be public and a supper is to follow the service. An old fashioned snow storm set in about five o'clock Sunday morning, several inches falling which hindered

This was the second Sunday it was The regular monthly conference and usiness meetig of the Free Baptist church is to be held Thursday after-

people from attending church service.

noon at two o'clock at Ard Hall's. Mr. and Mrs. Theodore Carl from Lowell have been visiting at L. A. Seymour's the past week, returning to

their home Friday. Mrs. Madge E. (Burnham) Danforth and her husband from Barton

visited Mrs. Danforth's mother, Mrs. Addie Burnham, Saturday and Sunday. Mr. and Mrs. Danforth were called from British Columbia by the illness of Mr. Danforth's mother at Barton, and Mrs. Danforth is teaching in the town of Westmore this winter.

church Sunday evening to hear Mr. Laing's lecture and explanation of the service and co-operation to the adver- proposed prohibitory law to be voted upon at the annual March town meetbigger and better patronage from the to ten inches of snow fell Sunday making traveling very hard. All were well

Work with the MAYO'S Joy Crew Mayo's Cut Plug keeps you so happy and snappy and full of hustle that the hardest work seems "easy as rolling off a log." No wonder New England is famous for her industries and her skill - New England workers have been cheered along and helped along by smoking good old Mayo's for generations. Mayo's Gut Plug Marr's is ripe, choice Burley tobacco at its best. Long and careful ageing and blending give Mayo's a rich, sweet, satisfying fragrance



Packages, 10c Pouches and 50c Lunch Boxes. THE AMERICAN TOBACCO COMPANY

today - sold everywhere in 5c

you can smoke Mayo's all day

long, the year 'round, and enjoy

every pipeful and every puff of it.

Get acquainted with Mayo's

and mild, mellow flavor you don't get in any

slowly and gives you a cool, pleasant smoke

because it's made into Cut Plug. That's why

Mayo's packs evenly in your pipe, burns

other tobacco.